



tarte™



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INDUSTRY

According to Beauty Buzz, a trade publication focused on the Beauty Industry, the beauty industry is comprised of four major components. These components consist of skincare, makeup, fragrance, and hair.

Larissa Jensen, the “executive director and beauty industry analyst at The NDP Group and member of Beauty Packaging’s Board of advisers describes the U.S. Beauty Industry with one word – disruption. She uses this word because of the rapid change and growth in the industry. “Whether we look at categories, brands, or retailers, there are sweeping changes taking place to the market landscape,” continues Jensen.¹

The Beauty Industry is currently in a state of increase and incline. Sales are growing and are forecasted to continue to grow. According to the NDP Group, “The U.S. prestige beauty industry reached \$18.8 billion in 2018, a 6% sales increase over 2017.”² Specifically, the skincare category grew by 13%,” the makeup category grew by “1%,” the fragrance category grew by “4%,” and the hair category, the smallest of the four, grew by a whopping “25%.”³ Makeup, the focus of Tarte Cosmetics, is the Beauty Industry’s “largest category based upon sales.”⁴

The only possible detriment to this industry could be due to “the current economic uncertainties,” being that Makeup is considered a luxury item. However, the Beauty Industry is “known to be resistant to economic downturns.”⁵ Even during the Great Recession of 2008, consumers continued to spend money on makeup; however, they did shop more consciously.



¹ Beauty Packaging. Mar2019, Vol. 24 Issue 2, p12-15. 4p.

² Ibid.

³ Ibid.

⁴ Ibid.

⁵ <https://www.franchisehelp.com/industry-reports/beauty-industry-analysis-2018-cost-trends/>

Trend Analysis: “6 Makeup Innovation Drivers”⁶

1. Multi-Product Looks:

- ♥ According to Imogen Matthews, a consultant to in-cosmetics Global, “56% of women used between one and five products on a daily basis, and a further 19% used between six and 10 products.”

2. Palette Power

- ♥ This trend includes “multi-shade palettes.” The more shades, the better!
- ♥ Leading Brands in this Trend
 - Urban Decay: Known for their Elements Eye Shadow Palette and its unique packaging.
 - Morphe: “Strong focus on themed eyeshadow palettes, such as The Jaclyn Hill Eyeshadow Palette, consisting of 35 shades in differing textures, including mattes, shimmers, satins, foils and glitter.”

3. Sensory Boost

- ♥ According to Matthews, “Mintel analysts have noted a strong focus on textures and multisensory elements in makeup, such as smell, touch, temperature and visual color.”
- ♥ Leading Brands in this Trend
 - Lancôme Printemps: Created the Jelly Flower Lip Tint, which is “a jelly-like gloss with encapsulated flower petals in see through packaging.”

4. Brow Rituals

- ♥ Bold brows are big in the makeup industry as of recent.
- ♥ Leading Brands in this Trend
 - Benefit: This brand offers “a range of eyebrow pencils, brow powder, gels and kits containing products and tools to create bigger, bolder and foolproof brows.”

5. Get The Glow

- ♥ Highlighter is essential in the eyes of many, especially when “creating selfies for social media.”
- ♥ Leading Brands in this Trend
 - Glossier

6. Disruptive Inclusivity

- ♥ All skin tones and genders should be embraced!
- ♥ Leading Brands in this Trend
 - Fenty Beauty: “led the market in understanding shade diversity, and this approach is now being adopted widely by established brands.”
 - Jecca: This is “a unisex makeup brand that is part of the L’Oreal beauty accelerator at Station F in Paris, pushes the boundaries for genderless brands.”

⁶ Global Cosmetic Industry. Jan 2019, Vol. 187 Issue 1, p42-45. 3p. 3 Color Photographs, 1 Diagram.
(ALL INFORMATION ON THIS PAGE FROM THIS SOURCE)

COMPETITION

Within the industry portion, leading brands of certain makeup trends were introduced into the mix. However, this section will compile top competitors in the Cosmetic Industry as a whole. Beauty Packaging, a magazine focused on the cosmetic realm, conducted a list of the top 20 Global Beauty Companies. The top cosmetic-based competitors being L'Oréal (1), Estèe Lauder (3), and Coty (5).⁷ Tarte Cosmetics, not only competes with these companies, but with other products sold in Ulta and Sephora as Tarte is sold in these retail stores.

*L'Oréal*⁸

Total Sales in Beauty: \$31.2 Billion

Sales Growth: 4.8%

Brands Included: Garnier, L'Oréal Paris, Maybelline, Urban Decay

In 2018, L'Oréal was “named the Global Leader for Sustainability Efforts for the third consecutive year.” According to Beauty Buzz, it received this title due to the company’s involvement in “climate change water security, and forests.”⁹

*Estèe Lauder*¹⁰

Total Sales in Beauty: \$13.7 Billion

Sales Growth: 16%

Brands Included: Estèe Lauder, Clinique, MAC, Too Faced, BECCA, GlamGlow

*Coty*¹¹

Total Sales in Beauty: \$9.4 Billion

Sales Growth: 1%

Brands Included: Covergirl

At the bottom of the list, resides Kose at number 20. The company’s total sales for 2018 being \$1.7 Billion. Tarte is one of the Brands, which Kose has acquired. However, Tarte is responsible for giving Kose’s “North American market sales a tidy, 38% boost, with the number of stores selling tarte increasing to 2,500.”¹² It also contributed “consistent growth sales” for Kose.¹³

⁷ https://www.beautypackaging.com/issues/2018-11-01/view_features/top-20-global-beauty-companies-2018/47252

⁸ <https://www.beautypackaging.com/heaps/view/5163/1/300726>

⁹ Beauty Packaging. Mar2019, Vol. 24 Issue 2, p12-15. 4p.

¹⁰ <https://www.beautypackaging.com/heaps/view/5163/1/300807>

¹¹ https://www.beautypackaging.com/issues/2018-11-01/view_top-20-companies/5-coty-948441/

¹² <https://www.beautypackaging.com/heaps/view/5163/6/300895>

¹³ Ibid.

COMPANY

Overview

Tarte Cosmetics is a private company, which “manufactures and sells a variety of skin-care products.”¹⁴ Its merchandise can be found both in retail stores and online. Tarte was founded by a woman named Maureen Kelly, whose original career path was psychology. Her love of experimenting with different items to create wearable makeup, ultimately, resulted in the creation of Tarte Cosmetics. In 2000, Kelly’s hobby became a reality when Henri Bendel’s company “placed an order for \$15,700 worth of product.”¹⁵ By 2003 sales were increasing and the company began to “attract a celebrity following,” a crucial aspect to the company’s success.¹⁶



Culture

Kelly’s personal life directly influenced the focus of the company. On taking a vacation to Brazil, she encountered women whose skin appeared to be unwrinkled. She asked them what protected their skin from wrinkles. The women “responded by filling a jar with wet clay from the river bank and instructing her to use it as moisturizer.”¹⁷ Kelly took this formula home and turned it into a line of cosmetics – which would “become the cornerstone of the company’s catalogue.” This formula was Amazonian Clay. This discovery led to the company’s emphasis on “both personal health and environmental awareness in its ingredients and packaging.”¹⁸

In 2010, Kelly sold half of her company to Encore Consumer Capital. With this new leadership, the company “continued branding its products as both healthful and environmentally sound.” The company also added a new emphasis on its “skinvigoring ingredients, which supported skin health while making the costumer look good.”¹⁹ Tarte Cosmetics is known for “offering eco-chic, cruelty-free cosmetics & hypoallergenic, vegan skincare.”²⁰ The company packages their products with “naturally derived, skinvigoring ingredients [and is] always formulated without the bad stuff like parabens, phthalates, sodium lauryl sulfate, triclosan, [and] gluten.”²¹ However, the company is not without flaw as it has faced a few scandals regarding its product lines, which will be discussed below.

¹⁴ "Tarte Cosmetics Inc." *International Directory of Company Histories*. Ed. Tina Grant. Vol. 164. Farmington Hills, MI: St. James Press, 2015. *Business Insights: Global*. Web. 10 Mar. 2019.

¹⁵ Ibid.

¹⁶ Ibid.

¹⁷ Ibid.

¹⁸ Ibid.

¹⁹ Ibid.

²⁰ https://tartecosmetics.com/en_US/explore/about-tarte/

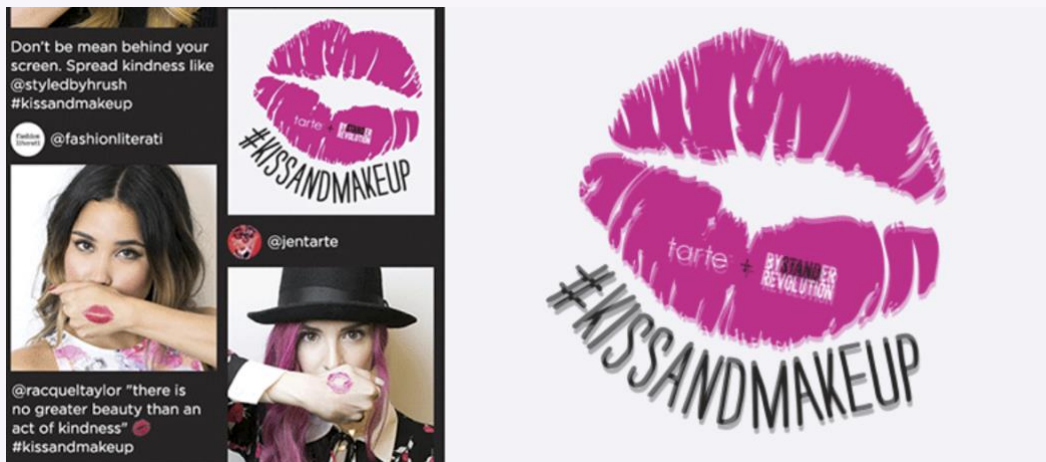
²¹ Ibid.

Mission

Tarte’s mission revolves around giving back to the environment and to its customers – the Tartlettes. In terms of giving back to the environment, Tarte looks “at where [their] most iconic ingredients are sourced and figure out how [they] can best support those communities.” For example, the Amazonian Clay, used in many of Tarte’s Products, was originally found in forests. CEO, Maureen Kelly, “works with cooperatives in the rainforest, ensuring those ingredients are sustainably harvested. Tarte also partners with the Sea Turtle Conservancy to ensure the protection of sea turtles. Tarte honors this partnership with a Product line known as Rainforest of the Sea.



Tarte has given back to its customers through the #kissandmakeup campaign, which is an “initiative to stop cyberbullying and start spreading kindness.” Tarte also donates to organizations such as Habitat for Humanity, March of Dimes, and Step Up.



Mission Statements

- ♥ Be green, be smart, be tarte.
- ♥ We believe in making you look & feel good inside & out.

CONSUMER

Makeup Users in General

According to Target Marketing – a website which provides insights on consumers – “demographics point to a decidedly female market, but that’s pretty much where these individuals’ similarities end [as] cosmetic buyers are as diverse as the products they buy.”²² Hence, the age range and income range of consumers is hard to decipher for this particular industry. However, Millennials are major consumers in the Cosmetics Industry. This is due to the increase in makeup trends and the rising number of beauty gurus.

Tarte Consumers

Millennials are often separated into two separate categories: “trailing and leading.”²³ The trailing category is ages “18-24 years old”, while the leading category is ages “25 to 34 years old.”²⁴ According to Women 2020, “nearly 80% of millennials think about, research, and discuss beauty.”²⁵

Millennial beauties are broken down into four groups of beauty consumers. First are the Glamour Gals. These women “like to reward [themselves] with a beauty indulgence [and believe that] looking beautiful/sexy is important.”²⁶ The next group is known as the Shoppportunistas. These consumers “don’t mind spending more if it fits [their] needs, buy based on price” and “coupons.”²⁷ The third group of beauty millennials is the Beauty Boosters. These women “try [products] based on recommendations, look for more info if [they] see an interesting ad, [and] frequently recommend products to others.”²⁸ Lastly, there are the Beauty Confidantes. These shoppers “feel more comfortable with products made by familiar brands and find brands [they] trust and stick with them.”²⁹ All four of these Millennial shoppers fit into the consumer for Tarte Cosmetics. Below are some other characteristics of possible Tarte consumers based upon knowledge of the company.

Other Characteristics of Possible Tarte Consumers

- ♥ Mainly female, some male
- ♥ Interested in makeup and the beauty industry
- ♥ Health conscious users
- ♥ Vegan as they offer vegan friendly products

²² <https://www.targetmarketingmag.com/article/market-focus-beauty-product-buyers-28625/all/>

²³ https://www.insightsinmarketing.com/media/1170/women2020_millennial_051415_2_.pdf

²⁴ Ibid.

²⁵ Ibid.

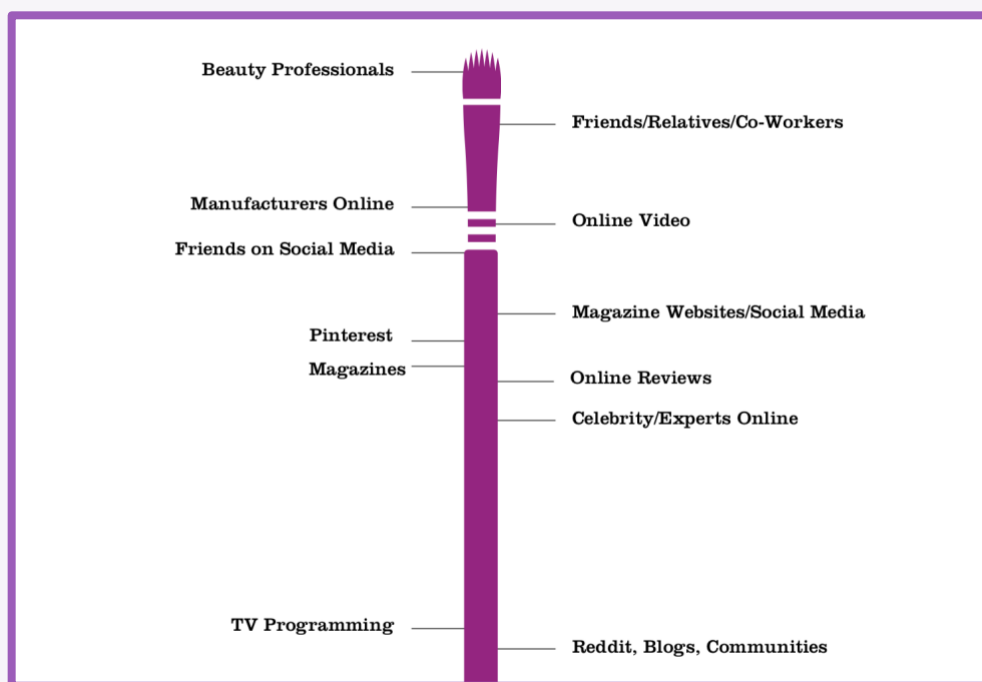
²⁶ Ibid.

²⁷ Ibid.

²⁸ Ibid.

²⁹ Ibid.

Trend Analysis: Beauty Purchase Influencers³⁰



Beauty Professionals are the top influencers for consumers to purchase products as they can be found promoting, trying, and creating products on their YouTube Channels. An example is Jeffree Star, who has his own Makeup Company. He uses YouTube as a platform to review new products to see if they are “Jeffree Star Approved.” Tarte has been featured on his channel a number of times. He has compiled a cult following with viewers of all ages – specifically Millennials and Generation Zs. Star’s opinions on certain products matter to many interested in cosmetics. If it gets buzz, then it is wanted by all Millennials. Millennials are also influenced by the media as they often utilize it to search for beauty tips and pointers. Specifically, Millennials turn to Print and Digital Media. This is because it offers “info on latest trends in beauty, ideas on how to look beautiful, ideas on how to improve appearance, beauty options that help [them] look their best [they] can, and information on products to help [them] look younger.”³¹

Print	Digital
<ul style="list-style-type: none"> > Contains beauty ads I find interesting > Provides coupons > Influences me to spend more on products to fit my needs > Influences me to buy based on quality, not price > Gives me ideas to change my beauty products seasonally 	<ul style="list-style-type: none"> > Allows me to research before buying > Encourages me to share by posting ratings/reviews > Provides info about product pricing > Provides info that helps me become familiar with brands > Helps me find brands I can trust

³⁰ Ibid.

³¹ Ibid.

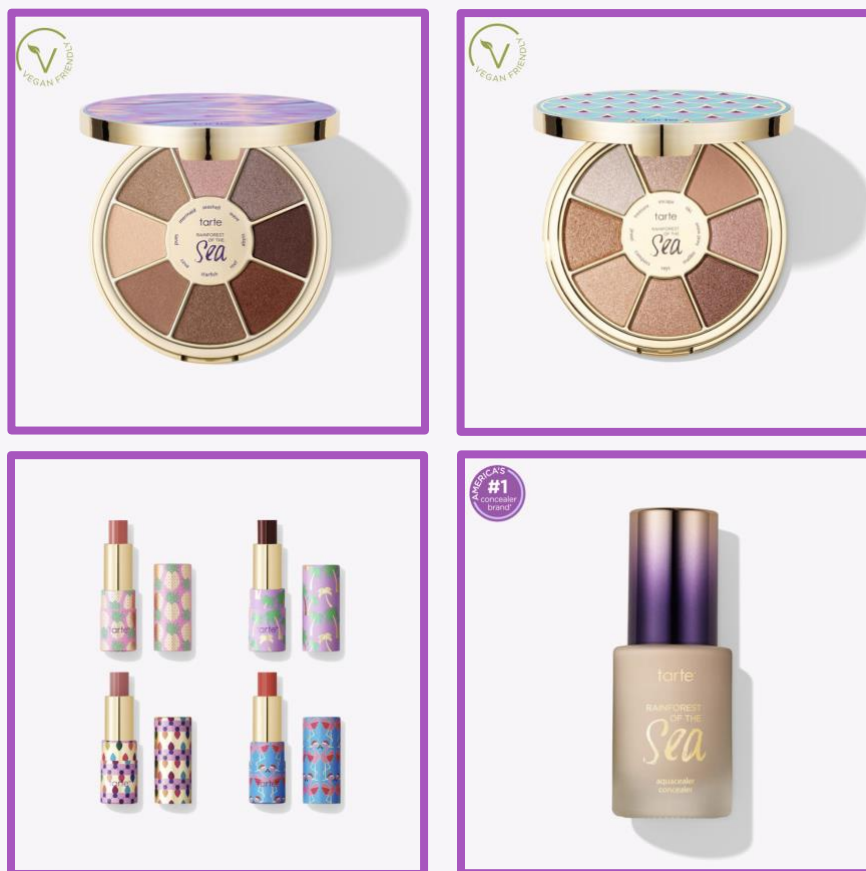
** Images also taken from this website**

PRODUCT

Tarte started off with a simple product, “a gel-based cheek stain, designed to add color to one’s features with a minimum of fuss.”³² From here, the company expanded its product line to lip glosses, foundations, concealers, eye shadow palettes, mascaras, skin care items, and much more.

Collections

As mentioned above, Tarte Cosmetics partners with the Sea Turtle Conservancy. Because of this, Tarte has a product line in honor of the Turtle’s called **Rainforest of the Sea**. This collection consists of foundation, eye shadow palettes, brushes, lip sticks, setting sprays/powders, and more. Some of the products are showcased below.



Another collection, which Tarte has recently released is called **Sugar Rush**. This collection is advertised as “cruelty free, vegan friendly, dermatologist tested, and [has] recyclable packaging.” This product line is sold exclusively at Ulta and on their online store. Customers cannot find it in Sephora. This collection includes, eye shadow palettes, skin care products, mascaras, face brushes and more. Below are some examples.

³² Tarte Cosmetics Inc." *International Directory of Company Histories*. Ed. Tina Grant. Vol. 164. Farmington Hills, MI: St. James Press, 2015. *Business Insights: Global*. Web. 10 Mar. 2019.



In 2018, tarte released a line of foundation known as **Shape Tape Foundation**. It was meant to mimic the company’s well-known, and widely used concealer, **Shape Tape Concealer** (pictured below). It was released in two different formulas: hydrating and matte. However instead of receiving support, this product line proved to be a flop in the eyes of beauty users and gurus worldwide. The Shape Tape Concealer range offers 30 choices, while the foundation only offers 25. These range of shades displeased many Tartelettes. People were furious that certain skin tones were left out of the product line. Some questioned



Tarte’s choice to spend time creating two, separate formulas, instead of perfecting the shade range. Many beauty gurus – like Jefree Star, Nicole Concilio, and Manny MUA – reviewed the Product on YouTube. It seemed that

some liked the product formula, but were skeptical of supporting a brand, which failed to present a variety of shades. As stated previously, Disruptive Inclusivity is a major makeup trend in the Industry. This means that everyone is included – all skin tones and all



genders. Tarte decided to ignore the importance of this trend and the importance of including all people. Because of this, Tarte received much backlash for the foundation and issued an apology on Instagram.³³

"It may be too little too late, but we can assure you this was not meant in any kind of malicious way. We all just got so caught up in #shapetapenation and seeing your tweets asking for it... We wanted to get the product out as fast as possible, & we made the decision to move forward before all the shades were ready to go. We know there is no excuse, & we take full responsibility for launching this way. We lost sight of what's really important in this industry, & for those who feel alienated in our community, we want to personally apologize. We're doing everything in our power to bring those unfinished shades to market as fast as we can, at any cost. We CAN and WILL DO BETTER."

Instead of adding new shades, Tarte Cosmetics released a new foundation in February of 2019 to completely replace the Shape Tape Foundation. This Foundation is known as Face Tape Foundation. It offers a range of 50 different shades to choose from.

These are just some of the many products that Tarte offers. As stated above, Tarte has a variety of products from palettes to brushes to moisturizers to mascaras. Below, are some of these additional products. To see all of the products offered, check out www.tartecosmetics.com



³³ <https://www.cosmopolitan.com/style-beauty/a15583788/tarte-cosmetics-shape-tape-foundation-shades-apology/>

**All pictures taken from www.tartecosmetics.com **

SWOT Analysis

Strengths

- ♥ emphasis on health and environment
- ♥ cruelty free cosmetics
- ♥ vegan friendly
- ♥ not tested on animals
- ♥ used and endorsed by celebrities
- ♥ good product reviews

Weaknesses

- ♥ lack of advertisements
- ♥ foundation controversy
- ♥ relatively expensive

Opportunities

- ♥ campaigns to spread awareness
- ♥ multimedia advertisements
- ♥ rebuild their brand
- ♥ continue to focus on health and sustainability

Threats

- ♥ drug store makeup brands' lower costs
- ♥ cosmetics are a luxury items

MARKETING STRATEGY

RFP

Tarte Cosmetics is looking for a way to increase company awareness and build brand image.

Answer

Tarte is a successfully established private company, which offers a variety of health friendly products. In order to increase awareness and build brand image, an interactive advertising campaign will be created over various social media platforms. This campaign will include a focus on positive benefits, which tarte provides in order to redirect previous negative associations due to controversies. Brand image and awareness will also be increased through the endorsement of well-known beauty gurus.



Target Market Analysis

The Target Market is similar, if not the same, to that of normal, Tarte Customers: Millennials.

The difference being, Tarte wants to increase the number of Tarte Cosmetics users. Thus, looking for an increase of Millennials, mainly female. How to accomplish this is discussed in the Marketing Communication Strategy below.

It is important, first, to look at the wants of Millennials in order to move forward. Below, is a list compiled of certain aspects, in no particular order, Millennials look for in both the Beauty Industry and in general, aspects which will prove to be beneficial for this advertising campaign.

Wants

- ♥ Digital Advertisements
 - “69% [of millennials] in US find social media influences their beauty/grooming product choices”³⁴

³⁴ https://northamerica.in-cosmetics.com/RXUK/RXUK_In-CosmeticsNorthAmerica/Documents/Marketing%20Trends%202017/12.45_GlobalData_Tom_Vierhile.pdf?v=1507825902

- 51% of Millennials, between the ages of 18-34, are interested in beauty/grooming products, which follow trends shown on social media.
- ♥ Healthy Lifestyles
 - “59% [of millennials] in US find the concept of beauty/grooming products that help to achieve a natural appearance appealing.”³⁵
 - According to Diana Ruth, co-founder of Milk Cosmetics, “People are more health-conscious these days, and those decisions show up in your skin.”³⁶
- ♥ User and Guru Reviews rather than Brand reviews
 - “67% [of millennials] in US agree they are more likely to trust blogger/user reviews over brand claims.”³⁷
- ♥ Share Ideas/ Opinions and Interact with Brands
 - “According to recent research by TotalRetail, 45% of Millennials expect more engaging experiences with brands than with retailers. In other words, they expect brands to build relationships with them, to listen to them, and to engage with them. They *want* to be part of the innovative process.”³⁸
 - “Millennials grew up with constant feedback from their parents, teachers and coaches. They expect it from you, their leader.”³⁹

Goals and Objectives

Marketing

- ♥ Objectives:
 - Increase Awareness among the Target Market
 - Build Brand Image
 - Generate Likeability

Marketing Communication Strategy

Focus:

- ♥ Creative Strategy

Strategy:

- ♥ Preemptive Claim: “advertising a point of difference”⁴⁰
- ♥ Brand Image Strategy: “build, reinforce, or change the target audience’s attitude toward the brand”⁴¹

Tactics:

- ♥ Create digital advertisements with an interactive hashtag for the campaign across multiple social media platforms.
- ♥ Host a PR event for the Social Media Campaign with Beauty Guru Special Guests.

³⁵ Ibid.

³⁶ Ibid.

³⁷ Ibid.

³⁸ <https://www.inc.com/melanie-curtin/45-percent-of-millennials-expect-this-from-brands-it-can-also-help-grow-your-business.html>

³⁹ <https://www.gray.com/news/blog/2016/08/19/what-a-millennial-wants-meeting-the-needs-and-expectations-of-generation-y>

⁴⁰ Advertising Campaign Strategy, . 180.

⁴¹ Ibid.

Goals and Objectives

Communication/Advertising

♥ Goals:

- Provide an interactive campaign for the tartelette community
- Create multimedia advertisements across a number of social media platforms
- Hold a PR Event for the Social Media Campaign with special guests – Jefree Star, James Charles, Manny MUA

♥ Objectives:

- Increase Brand and Consumer Interaction
- Increase Awareness among Target
- Build Brand Image and Likeability

CREATIVE BRIEF

Who

Millennials between the ages of 18 to 34 years old, mainly, who live healthy lifestyles and care about all-natural ingredients.

What

Digital and Print Advertisements/Social Media Campaign focused on showcasing the natural ingredients and environmentally focused attributes associated with Tarte Cosmetics. These advertisements will increase brand awareness, whilst building a better brand image for the company. The advertisement focus will also be a part of a social media campaign known as #expressyourHEALTH, a way for tartelettes to interact with the brand and provide feedback on which all-natural, vegan friendly, and cruelty free products they are using. This hashtag will become a platform for Tarte customers to share selfies, opinions, and reactions to Tarte products. While expressing themselves, they will also be expressing their health!

Where

Various Social Media Platforms and Beauty Magazines, which will be announced in the media section of this Plansbook.

When

These advertisements and campaign will be launched as soon as possible. Tarte recently released a new foundation – Face Tape Foundation – following the controversy over the brand’s former foundation – Shape Tape Foundation. These advertisements and campaign will ensure a positive brand image, and hopefully drive many to give the brand another chance.

Why

The creation of Digital and Print Advertisements alongside with a Social Media Campaign will be created in order to build a better brand image, as well as increase brand awareness for the private company.

How

Implemented through the use of advertisements, which showcase these strategies: preemptive claim and brand image strategy. These print ads should be produced in colors complimentary to brand colors and product line colors. A hashtag will be created centered around the advertisements, which emphasize the health benefits associated with Tarte Cosmetics.

CREATIVE STRATEGY

Tarte Previous Advertising

Tarte is not a company known for its advertising. The company has some digital advertisements; however, they are few and they seem to be a bit all over the place. These ads also only come up when searching and looking for the company, specifically. To maximize success, these advertisements should pop up when searching for makeup and cosmetics, a more general topic. Of the few advertisements, which Tarte has created, there is no overarching concept. The advertisements just introduce new products and they aren't seen by many.

Overview of Advertisements

Below are sample advertisements for Tarte Cosmetic's campaign focused on emphasizing Tarte's all-natural, healthy ingredients and innovative formulas. These product benefits will be presented in the advertisements below as a way to show preemptive claim.

Tarte emphasizes their devotion to formulating healthy and natural products. As stated above in the Situation Analysis, Tarte brands its products as healthful and environmentally sound. The company also emphasizes its skinvigorating ingredients, which supports skin health while also making the costumer look good. These skinvigorating ingredients are formulated without these unhealthy ingredients – parabens, phthalates, sodium lauryl sulfates, triclosan, and gluten.

This campaign is important to the target – Millennials – because they want products, which will help them achieve an all-natural look, while feeling beautiful and protecting their skin from harmful ingredients and chemicals.

The express yourHEALTH advertisements and campaign will allow Tartelettes to express themselves using makeup, all whilst keeping their skin healthy. By emphasizing these points, the advertisements will also showcase brand image strategy. As the advertisements are meant to reinforce and build Tarte's brand image, especially after recent controversies and negative buzz surrounding their foundation – Shape Tape Foundation.

A variety of sized sample advertisements are created below. Different sizes depend of the different types of media, which these advertisements will be posted to and placed in.



Sample Advertisements



Skinvigorating



Vegan Friendly



Paraben Free



Cruelty Free

tarte
express yourself
express your**HEALTH**

tarte

*Vegan
Friendly*



*Paraben
Free*



Cruelty Free

**express yourself
express yourHEALTH**

Vegan Friendly



Cruelty Free



tarte
express yourHEALTH



Paraben Free



Skinvigorating

The advertisement above showcases different products from a variety of product lines. It is a general advertisement for Tarte Cosmetics with the theme: express yourHEALTH. Below are more sample advertisements for this campaign; however, they are themed around specific product lines.

Vegan Friendly



Cruelty Free



Rainforest of the Sea

tarte

express yourHEALTH



Paraben Free



Skinvigorating

This advertisement is focused on Tarte's Product Line, Rainforest of the Sea. It showcases four of the many products, which this line has to offer.

This advertisement is focused on Tarte's Product Line, Sugar Rush. The health benefits are a little bit different because this product line includes other environmentally friendly aspects. It showcases four of the many products, which this line has to offer.

Vegan Friendly



Cruelty Free



sugar  rush

tarte

express yourHEALTH



Hypoallergenic



Recycable Packaging

Social Media Campaign

The goal of the advertisements, created above, is to increase brand awareness and steer consumers to associate positive aspects, which, in this case, is the healthy ingredients used in the Tarte's Makeup Formulas. A Social Media campaign will be created alongside the advertising campaign, centered around the same concept express yourHEALTH. This campaign will be represented through the hashtag: #expressyourHEALTH.

The goal of this hashtag is to increase brand and consumer interactions along with spreading, what we hope to be positive, buzz surrounding the company. Tartelettes can use this hashtag to share images of makeup looks they have created using different Tarte formulas and palettes, share reviews and opinions of certain products, and communicate with both the brand and other tartelettes about the all-natural ingredients you receive when choosing Tarte Cosmetics.

Millennials, the main target of Tarte cosmetics, are all about sharing their opinions and receiving feedback from companies. They want to foster relationships with brands as well as communicate with other product users. As stated above, Millennials want to be involved in the innovative process; they want to engage. Millennials also want products which will help them achieve a natural look. Being health conscious is not only shown in their daily lives, but also in their skin; therefore, this campaign will fulfill the wants of Millennials.

This hashtag will be present on all sorts of social media platforms like Instagram, Twitter, and Facebook. However, twitter will prove to be the biggest platform for this campaign as it is the best platform to share all kinds of ideas.

Tarte also intends to utilize Beauty Gurus to partake in the Social Media Campaign in order to encourage others to try Tarte products and express themselves, all whilst rocking a look healthy for their skin. Some of these gurus being James Charles, Jefree Star, and Manny MUA as they are major influencers in the current beauty industry.

Examples

Jefree Star could create a video featuring Tarte products. In this video, he could provide his opinions on the formulas and discuss the health benefits. By creating this honest video, it allows for Jefree and the brand to interact with each other. See what they do right and what may need some improvements. Millennials are all about brand interaction. The video can be posted on YouTube and shared through platforms such as Twitter and Instagram under the #expressyourHEALTH tag.

James could also tweet about the Tarte products, which he uses in his routine, or create a makeup look using tarte products and post an Instagram photo under the hashtag express yourHEALTH.

MEDIA STRATEGY

Social Media

Different social media platforms will be utilized for these digital advertisements as well as the social media campaign. A variety of platforms were chosen in order to maximize the total viewers. Each platform reaches different age ranges within the Millennial demographic. Specifically, Millennials who are health conscious and looking for an all-natural look.

Instagram

- ♥ The younger age range of millennials use Instagram more than the latter age range; however, it is used by both.
- ♥ According to Statista, 64% of adults between the ages of 18 to 29 use Instagram as of January 28, 2018. While 40% of adults between the ages of 30 to 49 use Instagram as of January 28, 2018.⁴²
- ♥ Because there are so many Instagram users, this platform will be a vital platform for the advertisements and social media campaign.

Twitter

- ♥ A survey was taken on behalf of the Toluna Group. They received responses from “1,255 U.S. adults aged 18-34 who use social media.” The survey proved that of these 1,255 users, “528 use twitter.” This means that more than half of millennials utilize twitter, and this survey was conducted in 2017, so the numbers have most likely risen.⁴³
- ♥ Twitter has become a major platform for brands to interact with their customers. Therefore, tweeting these advertisements and having people share their experiences and opinions with tarte through the hashtag #expressyourHEALTH, will prove to be beneficial for the company.

Facebook

- ♥ Facebook’s audience age range is typically more middle-aged adults to older adults. Therefore, this platform will be a good place to place advertisements in order to reach the older portion of millennials.
- ♥ Posting the advertisements along with the social media hashtag will prove to be successful here.



⁴² <https://www.statista.com/statistics/246199/share-of-us-internet-users-who-use-instagram-by-age-group/>

⁴³ <https://www.adweek.com/digital/over-70-percent-of-millennials-on-twitter-have-commented-on-companies-customer-service/>

Magazines

Overall Statistics:

- ♥ “58% [of millennials] enjoy looking at ads in magazines.”⁴⁴
- ♥ “49% [of millennials] made a purchase because of something in a magazine.”⁴⁵

Magazines to Utilize: Fashion & Beauty

- ♥ Cision, a website which collects data in terms of PR measurements and analytics, lists the top 10 Fashion & Beauty Magazines⁴⁶
 1. InStyle
 2. People Style Watch
 3. ELLE
 4. Teen Vogue
 5. Harper’s Bazaar
 6. Seventeen
 7. Vogue
 8. Lucky
 9. Glamor
 10. Allure

The advertisements created in the Creative Strategy above will be included in these magazines – InStyle, ELLE, and Glamour. These specific magazines were chosen based upon their rankings in the Cision Article, but also because of their contribution to the makeup industry.



⁴⁴ Millennials: An Emerging Consumer Powerhouse

⁴⁵ Ibid.

⁴⁶ <https://www.cision.com/us/2010/11/top-10-womens-fashion-beauty-magazines-followed-on-twitter/>

PUBLIC RELATIONS STRATEGY

Creative Strategy Recap

As discussed above, the agency plans to create advertisements and a hashtag centered around the theme – express yourHEALTH. This hashtag will prove beneficial because it will allow for Tartelettes to communicate with Beauty Gurus and Tarte Cosmetic Employees and Ambassadors. An interaction, which is priceless to Millennials today. These consumers want to share their opinions and receive feedback. They want to be involved and this hashtag allows them to do just this and more. Here, they can share looks they have created, talk with influencers and brand employees, express what it means to use healthy skin products, and see what other people are saying about the brand. This campaign speaks to the Millennials who are health conscious and want to foster both relationships and engaging experiences with brands.

PR Event:

We are going to ask our Public Relations team to create an event for this new Social Media Campaign. The event will be called: Express YourHEALTH, which goes along with the overarching theme of the advertisements and Social Media Campaign. Major Beauty Influencers will be invited to this event. Some of these influencers being James Charles, Jefree Star, and more. Tartelette users will be invited to attend as well. All they have to do is sign up online using the link: www.tartecosmetics.com/expressyourhealth. There will be an RSVP deadline, decided upon by the PR Team. The event is expected to take place somewhere in New York City, as it is one of the fashion capitals of the world. The PR team will find a specific venue to hold this event depending on the number of people who register. The PR team will also figure out a date to hold this event; however, it will probably take place sometime in the spring.

We are also asking our PR team to put together activities for this specific event, which should coincide with the theme. Gift bags will also be handed out at the end of the event of sample tarte products, encouraging both gurus and tartelettes to try them and post about them. This event is important to Tarte because it will help to increase brand interaction and, hopefully, brand likeability.

EVALUATION

In order to measure ROI and the success of our efforts, our agency has come up with some evaluations to perform both before and after the advertising and social media campaigns are introduced.

Measuring ROI

- ♥ Pre-test and Pro-test the brand awareness of Tarte Cosmetics by sending out a survey via email to Ulta and Sephora Users
 - Pre-test before the campaign and pro-test after the campaign
- ♥ Pre-test and Pro-test the brand likeability of Tarte Cosmetics by sending out a survey via email to Ulta and Sephora Users
 - Pre-test before the campaign and pro-test after the campaign
- ♥ Track the growth of interaction between Tartelette users and the brand through the #expressyourHEALTH hashtag
- ♥ Track the success of the PR event by measuring the amount of people who attend the event.